INFO 3130---Section 003
Management Information Systems
Fall 2013

Instructor: Dr. Kexin Zhao
Office: 351B Friday
Phone: 704-687-7637
Email: kzhao2@uncc.edu
Class Hours: TR 2:00pm-3:15pm

Classroom: Denny 120
Office Hours: MW 2:00pm-3:00 pm or by appointment
Website: Moodle2

Class Description
The course is designed to introduce students to the use of Information Systems (IS) as an essential tool for conducting business in an increasingly global economy. The emphasis is on the conceptual foundations underlying the design, control and operation of IS and how IS provide organizations competitive advantages.

Learning Objectives
Managers today have increasing responsibility for determining their own computer based information systems (IS) needs and for designing and implementing information systems that will support their decision making. Thus, the objectives of this course include the following:

1. To be familiar with the IS terminology used to support business.
2. To gain critical thinking skills needed to solve business problems with IS.
3. To develop an understanding of IS, their conceptual and technical foundations, users, components, missions, and capabilities.
4. To get acquainted with both conventional, as well as state-of-the-art, information technologies; understand how to apply them to support management decision making.

Course Materials

In addition, handouts, power-point slides, assignments, and additional helpful resources will be posted on Moodle. You can print the posted material and bring them to class. Please note that I will not provide printed copies of the posted materials in the class.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Four exams (4 @ 17.5%)</td>
<td>70%</td>
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<tr>
<td>Group project (1)</td>
<td>10%</td>
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<tr>
<td>Assignments (3 @ 5%)</td>
<td>15%</td>
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<tr>
<td>Class participation</td>
<td>5%</td>
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</table>
Final letter grade will be calculated based on the following scale:

A: 90 and above; B: 80-89.9; C: 70-79.9; D: 60-69.9; E: 59.9 and below.

The course grades are posted on Moodle for informational purposes only. The official overall grade is computed and kept in the instructor’s grade book.

**Exams**
Exams are **closed** book and notes when they are administered in class. All exam grades will be posted on Moodle. Questions on the exams will be taken from the assigned readings of texts, class lectures, and assignments.

Exams are a form of intellectual property belonging to those who create them. Consequently, exams must remain in my possession or under my control at all times. This means that exams may not be taken out of the room or copied. Students are encouraged to review their exams during office hours or by appointment. However, failure to return an exam after taking or reviewing it or removing an exam from my presence at any time or copying an exam will be considered theft of intellectual property. Such action will result in an exam grade of zero and may warrant further disciplinary action.

**Missed exams**
In the event that the excuse is **approved before the exam date** (a rare case and requires documentation), the student will be given a make-up exam.

**Assignments**
Students need to complete three **individual** assignments during the course of the semester. These assignments will be submitted on Moodle before **5:00pm on the due date**. Assignments submitted after the due date will be considered late. A penalty of **20% of the assignment value per day** (including weekends) is assessed on late assignments beginning on the due date.

You must complete each assignment on your own. Any sharing between students will be considered a violation of the Academic Integrity Code and will result at a minimum in a grade of zero for the assignment with a possibility for further disciplinary action.

Students will learn to use Excel, Access, and SPSS Modeler to facilitate business decision making. We will have computer labs for these assignments.

**Group Project**
Students will form a group of **5 or 6** members to complete the project. If a group member does not contribute, the rest of the members may, after a consensus agreement, ask him/her to leave the group and notify the instructor. The maximum project grade for students not belonging to a group will be a B. If necessary, peer reviews will be factored into the grade. A list of group members must be submitted by **5:00pm August 23rd**.

a. A group cannot have more than 6 people.
b. If you cannot find your own group, I will randomly assign you to one group

c. If you fail to submit the group information before the due date, I will randomly assign you to one group

d. If your group has less than 5 people, I may add more students to your group

e. Incomplete group list is acceptable, and I will randomly assign more students to your group

Each group will complete an IS topic presentation.

a. You can select a topic from the following list or you can suggest one (must be approved by the instructor by 5:00pm August 29th). Any groups who do not give me their selection will be randomly assigned one.

b. Please submit the topic via email (kzhao2@uncc.edu) and copy to all group members.

c. The presentation schedule will be determined by the professor.

d. The presentation will be scheduled for the first 10-15 minutes of the class.

e. Each group must submit their presentation file via email by 5:00pm of the day before the presentation. The presentations will be posted on Moodle.

f. The last slide(s) must contain a complete list of sources.

g. Will be graded on:

   A. Quality of the research

      1) accuracy and up-to-datedness
      2) breadth and depth of the investigation
      3) multiple perspectives - personal, societal, etc.
      4) discussion of issues from a business point of view
      5) quality of sources
      6) proper citations

   B. Quality of the presentation

      7) interesting, creative, and interactive
      8) engaging the class
      9) eliciting and responding to questions
     10) keeping time limit (15 minutes presentation plus 5 for discussion)

Below are some of the topics that you may be interested in.

- Cloud Computing
- Data Mining
- Internet Advertising
- Cyber Crimes
- Social Networking
- Online Auctions
- Internet Addiction
- Online Dating
- Computer Misuse in the Workplace
- Electronic Medical Records
- Net neutrality
- History of the Internet
- Hate on the Internet
- Politics on the Internet
- Computer Forensics
- Privacy on the Internet
- Digital Piracy (Software, Music, etc.)
- Open Source Software
- Health & Environmental Impacts of IT
- Business Analytics
Class Policies

Attendance and Participation Policy
Attendance and participation are required and will account for 5% of the final grade. Attendance may be taken at any point during the class (beginning, middle, end) and may even be checked multiple times. Tardiness or early departure is disruptive and is, of course, discouraged and will be reflected in the attendance grade as absences.

I expect every student to study the textbook and other posted materials (notes, solutions, etc.) prior to each class session. Students must be prepared to answer questions on the “current” topic. Discussion questions and quizzes may be used to evaluate preparation/participation and the results will be combined with the attendance record.

Class Behavior Policy
Inappropriate behavior distracts from the ability of others to profit from their in-class experience. Such behavior includes arriving late, leaving early, talking, surfing the net, and so on.

Rude and inappropriate behavior will not be tolerated. Since it is my responsibility to provide an environment that is conducive to learning for everyone in the class, I will deduct points from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, I will have the student permanently removed from the class.

Under no circumstances will students be permitted to spend their lab time working on assignments for other classes, checking e-mail, surfing the Web, or printing out homework. Attempts to engage in such behavior will be reflected in lower grades and may lead to removal from the course.

Electronic Devices in Class
Use of cellular phones, pagers, music players, radios, and similar devices are prohibited in the classroom and laboratory facilities. Cellular phones MUST BE TURNED OFF DURING CLASS, except in cases of medical emergencies. Pagers must be set to vibrate, rather than beep. Calculators and computers are prohibited during examinations and quizzes, unless specified. Laptop-size computers may be used in lecture for the purpose of taking notes. Use of instant messaging, email or other communication technologies during class time is prohibited. Use of computing devices for purposes other than those required for the purposes of the class topic are prohibited. This includes use of laptops, lab computers, phones or other devices for Internet browsing, game playing, reading news, texting, chatting, IM and other activities not required for the class.

Grade Appeals Policy
If you believe that the grade you received on an assignment or an exam was in error or unfair, you can appeal to the professor in writing within 7 calendar days after the grades are posted. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

**Academic Integrity**

**THE UNC CHARLOTTE CODE OF STUDENT ACADEMIC INTEGRITY** governs the responsibility of students to maintain integrity in academic work, defines violations of the standards, describes procedures for handling alleged violations of the standards, and lists the applicable penalties. The following is a list of prohibited conduct in that Code as violating these standards: A) Cheating; B) Fabrication and Falsification; C) Multiple Submission; D) Plagiarism; E) Abuse of Academic Materials; and F) Complicity in Academic Dishonesty. For more detail and clarification on these items and on academic integrity, students are strongly advised to read the current “UNCC undergraduate and graduate catalog.”

**Disability Accommodations**

If you have a disability that qualifies you for academic accommodations, please provide a letter of accommodation from the Office of Disability Services in the beginning of the semester. For more information regarding accommodations, please contact the Office of Disability Services at 704-687-4355 or stop by their office in 230 Fretwell.

**Diversity**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Incomplete Grade Policy**

Receiving a grade of incomplete (“I”) is not based solely on a student’s failure to complete work or as a means of raising his/her grade by doing additional work after the grade report time. An incomplete grade can be given only when a student has a serious medical problem or other extenuating circumstance that legitimately prevents completion of required work by the due date. In any case, for a student to receive an 'I' grade, the student's work to date should be passing, he/she must have completed a significant portion of the course, and the student must provide proper written proof (e.g., a doctor's note) of the extenuating circumstances.

**Course Changes Policy**

The instructor reserves the right to make any necessary changes to the course content, schedule, and policies. Changes will be announced in class and will also be posted online.
# Tentative Class Schedule

*** This tentative schedule is subject to change ***

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assigned Reading</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Aug 20</td>
<td>Introduction and Course Overview</td>
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<tr>
<td></td>
<td>Aug 22</td>
<td>Information Systems in Global Business</td>
<td>Chapter 1</td>
<td>Group Formation Due</td>
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<tr>
<td>Week 2</td>
<td>Aug 27</td>
<td>Information Systems in Global Business &amp; Global E-Business and Collaboration</td>
<td>Chapter 1/2</td>
<td></td>
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<tr>
<td></td>
<td>Aug 29</td>
<td>Global E-Business and Collaboration</td>
<td>Chapter 2</td>
<td>IS Topic Due</td>
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<tr>
<td>Week 3</td>
<td>Sep 3</td>
<td>IS, Organizations, and Strategy</td>
<td>Chapter 3</td>
<td></td>
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<tr>
<td></td>
<td>Sep 5</td>
<td>IS, Organizations, and Strategy</td>
<td>Chapter 3</td>
<td></td>
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<tr>
<td>Week 4</td>
<td>Sep 10</td>
<td>Data Source Management</td>
<td>Chapter 6</td>
<td></td>
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<tr>
<td></td>
<td>Sep 12</td>
<td>Data Source Management</td>
<td>Chapter 6</td>
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| Week 5 | Sep 17  | **Next Event Presentation:** Andrew Claster (served as Deputy Chief Analytics Officer for the 2012 Obama Campaign)  
Location: McKnight Hall, Cone Center |                   |                                    |
<p>|        | Sep 19  | <strong>Exam 1 (Chapter 1, 2, 3)</strong>                              |                   |                                    |
| Week 6 | Sep 24  | Telecom and Networks                                      | Chapter 7         |                                    |
|        | Sep 26  | Optional Computer Lab 1: Access                           | Access Handout    |                                    |
| Week 7 | Oct 1   | Telecom and Networks                                      | Chapter 7         |                                    |
|        | Oct 3   | Enterprise Applications                                   | Chapter 9         | Access HW Due                      |
| Week 8 | Oct 8   | Student Recess-No Class. 😊                               |                   |                                    |
|        | Oct 10  | Enterprise Applications                                   | Chapter 9         |                                    |
| Week 9 | Oct 15  | <strong>Exam 2 (Chapter 6, 7, 9)</strong>                              |                   |                                    |
|        | Oct 17  | E-Commerce                                                | Chapter 10        |                                    |
| Week 10| Oct 22  | E-Commerce                                                | Chapter 10        |                                    |
|        | Oct 24  | Building Information Systems                              | Chapter 13        |                                    |
| Week 11| Oct 29  | Building Information Systems                              | Chapter 13        |                                    |
|        | Oct 31  | Intelligent Techniques                                   | Chapter 11.4/12   |                                    |
| Week 12| Nov 5   | Required Computer Lab: Data Mining with SPSS Modeler (Last name: A-K) | SPSS Handout      |                                    |
|        | Nov 7   | Required Computer Lab: Data Mining with SPSS Modeler (Last name: L-Z) | SPSS Handout      |                                    |
| Week 13| Nov 12  | <strong>Exam 3 (Chapter 10, 11.4, 13)</strong>                         |                   |                                    |
|        | Nov 14  | Enhancing Decision Making                                 | Chapter 12        | SPSS HW Due                        |
| Week 14| Nov 19  | Securing IS                                               | Chapter 8         |                                    |
|        | Nov 21  | Securing IS                                               | Chapter 8/4       |                                    |</p>
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<thead>
<tr>
<th>Week 15</th>
<th>Nov 26</th>
<th>Optional Computer Lab 2: Excel</th>
<th>Excel Handout</th>
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<tbody>
<tr>
<td>Nov 28</td>
<td>Thanksgiving-No Class. 😊</td>
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<tr>
<td>Week 16</td>
<td>Dec 3</td>
<td>Ethical and Social Issues in IS</td>
<td>Chapter 4</td>
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<tr>
<td>Week 17</td>
<td>Dec 10</td>
<td><strong>Exam 4 (Chapter 4, 8, 12)</strong></td>
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